MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BMK2174 – SALES AND PROFESSIONAL SELLING MANAGEMENT

(All sections / Groups)

25th October 2019
9.00 a.m to 11.00 a.m
(2 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **ONE (1)** page (excluding this cover page), with **FOUR (4)** questions.

2. Answer **ALL FOUR (4)** questions. The distribution of the marks for each question is given.

3. Please write all your answers in the **Answer Booklet** provided.

Answer ALL FOUR (4) questions.

Question 1

Describe the **FOUR** (4) personal characteristics of a salesperson that may affect his or her motivation to perform efficiently.

(25 marks)

Question 2

Good salespeople are born, and not made? Evaluate the statement.

(25 marks)

Question 3

If you are hired as a sales personnel in a company, what are the **TEN (10)** main key success factors which, may help you to reach your targeted sales? Explain briefly.

(25 marks)

Question 4

Discuss the **FIVE (5)** main objectives of a sales training programme.

(25 marks)

End of page